

## CLAIMS

What is claimed is:

1. A method for real-time analyzing and processing data over the internet, which is used in a system for real-time analyzing and processing data having a web site server, a data  
5 classifying-processing server, a data controlling-processing server, a database, a data statistically-analyzing server, a data managing-processing module and a data managing interface, comprising the steps of:
  - (1) linking a browser of a user's computer device to the web site server of the system  
10 for real-time analyzing and processing data through the internet, and via the web site server displaying a homepage of the web site server in the browser and recording data relating to the user's information, wherein the recorded data are transmitted to the data classifying-processing server;
  - (2) via the data classifying-processing server classifying and processing the data from the web site server;
  - 15 (3) via the data controlling-processing server integrally constructing the classified and processed data from the step (2), and transmitting the integrally-constructed data to the database for storage;
  - (4) via the data statistically-analyzing server statistically analyzing, analytically comparing and re-constructing the integrally-constructed data in the database from  
20 the data controlling-processing server, and transmitting the analyzed data to the data managing-processing module;
  - (5) via the data managing-processing module managing the data managing interface in a manner that the data managing-processing module is correspondingly responsive to different requests from the data managing interface;

(6) via the data managing-processing module managing and controlling the data controlling-processing server in response to the analyzed data from the data statistically-analyzing server, wherein the management and controlling is modified by the data managing-processing module according to a request from the data managing interface; and

(7) via the data controlling-processing server modifying parameters relating to the user's information, and transmitting the modified parameters to the web site server for displaying the homepage of the web site server or a homepage of a different web site for the user in response to the parameters.

2. The method of claim 1, wherein in the step (1), the web site server displays in the browser the homepage thereof in content responsive to system access right of the user identified according to an identification number (ID) and a password input by the user to the web site server through the browser, while in the case of no ID and password being input, the web site server displays a default homepage in the browser.

3. The method of claim 2, wherein the displaying of the homepage of the web site server or the different web site is implemented by the web site server further responsive to the user's ID as well as user's behavior recorded in a previous web site having the user's ID or a new web site browsed by the user, in cooperation with the data classifying-processing server, the data controlling-processing server, the database, the data statistically-analyzing server and the data managing-processing module.

4. The method of claim 1, wherein the user's information recorded by the web site server includes personal information input by the user, user's browsing behavior, content of a web site browsed by the user.

5. The method of claim 4, wherein the personal information includes an e-mail account or an identification number.

6. The method of claim 1, wherein in the step (2), the data classifying-processing server classifies and processes the data in the use of an analyzing rule and a behavior recording rule pre-constructed in the data classifying-processing server.

7. The method of claim 1, wherein in the step (4), the data statistically-analyzing server further provides functions of analytical statistics, data storing application, different data analytical comparison, on-line determination and customizing interface for analyzing the data.

8. The method of claim 1, wherein the data managing-processing module further generates a statistically analytical report for the user's information in response to a request from the data managing interface, as well as, adjusts condition of processing the data as requested by the data managing interface.

9. The method of claim 1, wherein in the step (7), the data controlling-processing server modifies the parameters in the use of a real-time output mode, a precise comparing system, a general comparing system and a behavior re-recording rule pre-constructed in the data controlling-processing server.

10. A system for real-time analyzing and processing data over the internet, comprising:

a web site server for linking a browser of a user's computer device thereto through the internet, and for displaying a homepage thereof in the browser and recording data relating to the user's information;

a data classifying-processing server for classifying and processing the recorded data in the web site server;

a data controlling-processing server for integrally constructing the classified and processed data from the data classifying-processing server and transmitting the integrally-constructed data to a database for storage;

a data statistically-analyzing server for statistically analyzing, analytically comparing and re-constructing the integrally-constructed data in the database;

a data managing-processing module for receiving the analyzed data from the data statistically-analyzing server, and for managing and controlling the data controlling-processing server for modifying parameters relating to the user's information, wherein the modified parameters are transmitted to the web site server for displaying in the browser for the user the homepage of the web site server or a homepage of a different web site in response to the parameters; and

a data managing interface managed by the data managing-processing module in a manner that the data managing-processing module is correspondingly responsive to different requests from the data managing interface, wherein the management and controlling for the data controlling-processing server are modified by the data managing-processing module as requested by the data managing interface.

11. The system of claim 10, wherein the web site server displays in the browser the homepage thereof in content responsive to system access right of the user identified according to an identification number (ID) and a password input by the user to the web site server through the browser, while in the case of no ID and password being input, the web site server displays a default homepage in the browser.

12. The system of claim 11, wherein the displaying of the homepage of the web site server or the different web site is implemented by the web site server further responsive to the user's ID as well as user's behavior recorded in a previous web site having the user's ID or a new web site browsed by the user, in cooperation with the data classifying-processing server, the data controlling-processing server, the database, the data statistically-analyzing server and the data managing-processing module.

13. The system of claim 10, wherein the user's information recorded by the web site server includes personal information input by the user, user's browsing behavior, content of a web site browsed by the user.

14. The system of claim 13, wherein the personal information includes an e-mail account or an identification number.

15. The system of claim 10, wherein the data classifying-processing server classifies and processes the data in the use of an analyzing rule and a behavior recording rule pre-constructed in the data classifying-processing server.

16. The system of claim 10, wherein the data statistically-analyzing server further provides functions of analytical statistics, data storing application, different data analytical comparison, on-line determination and customizing interface for analyzing the data.

17. The system of claim 10, wherein the data managing-processing module further generates a statistically analytical report for the user's information in response to a request from the data managing interface, as well as, adjusts condition of processing the data as requested by the data managing interface.

18. The system of claim 10, wherein the data controlling-processing server modifies the parameters in the use of a real-time output mode, a precise comparing system, a general comparing system and a behavior re-recording rule pre-constructed in the data controlling-processing server.